

Montevallo Times



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Safety Appeal Issued For Holiday Season

Careful Driving Is of Vital Necessity To Decrease Accidents During Christmas

Montgomery, Ala. — Deeply concerned regarding the increase in motor accidents in Alabama that has occurred during the past week, particularly in view of the fact that the holiday season has just begun with daily increases of traffic on all routes that may be expected to continue until after January 1, Director T. Weller Smith of the State Department of Public Safety, has issued an appeal to all motorists to be especially mindful of the vital necessity of careful driving in the prevention of accidents during this period.

The director's statement in which he stresses the cardinal safety rules to be observed by driver of all motor vehicles, follows:

"I feel very much concerned regarding the safety of our highways during this holiday season."

"This statement is based upon the increase in accidents during the past week. In my opinion the cause of these accidents is due to the heavy traffic on the highways occasioned by the holiday season. Also, there are not as many daylight hours for driving. Darkness comes at approximately 4:45 p.m. The holiday shoppers are going to our large centers of population for their purchases and I want to ask that all drive carefully and reduce their normal driving speed by one fourth during daylight hours and by one-third at night.

"It has been noted that the number of pedestrians walking along the shoulders of the highways has increased, and I would like to request that these pedestrians walk off of the pavement on the shoulder of the road facing traffic. The number of horse or mule drawn vehicles has increased and I want to ask that all animal drawn vehicles carry lights after dark, and to request motorists to be on the lookout for these animal drawn vehicles. The officers of the Highway Patrol have been instructed to check for lights on all wagons and buggies appearing on the highways after dark.

"We have been fortunate that weather conditions have been perfect so that inclement weather and bad visibility have not played an important part except in those sections of the state where woods have been on fire. In smoky and foggy areas speed should be reduced to one-half the normal driving rate, (Continued on back page)

Unemployment Benefits Decrease In November

Montgomery, Ala. — Unemployed workers collected only \$263,020.23 in benefits from the unemployment trust fund in November, a new low record for Alabama, Judge John D. Petree, director of industrial relations, announced today. This was a decrease of \$28,088.48 from October when \$291,108.71 was paid.

Jefferson County, which has led the list in total benefits collected since the first check was issued due to the large number of workers in industry, showed a marked reduction from the previous month. In October \$90,351.57 was paid in that (Continued on back page)



A GOOD SLOGAN

Safety authorities in Alabama are alarmed over the many accidents on the highways. Chief Weller Smith is appealing to the public for more care in observation of safety rules. His warnings are timely and to the point.

Remember the slogan of the W. C. T. U., "If you drive, don't drink — If you drink, don't drive." Strict observance of this caution by everyone would lower the number of our highway accidents more than any other one thing.

Debate Squad Is Selected At College

Eighteen students at Alabama College were named for the debate squad this week by Prof. J. H. Henning, debate coach. Selected after extensive try-outs and eliminations, they are: Mary T. Sims, Thomasville; Annie Ruth Beasley, Andalusia; Sara E. Burns, and Ola Gay Cotney, Lineville; Marilyn Fallman, Sylacauga; Gladys Fuller, New Brockton; Peggy Kirk, Mobile; Birdella Mickelson, Summerdale; Mary Grace Orr, Cullman; Annie Mae Paulk, Union Springs; Doris Payne, Helena; Sara Rumbley, Drewry; Margaret Saxon, Ashland; Peggy Seay, Birmingham; Marjorie Stith, Gadsden; Sara Peck Weaver, Decatur; Shirley and Yenna York, Montevallo.

The question which they will argue this year is: "Resolved: That the United States should follow a policy of strict (economic and military) isolation toward all nations outside the western hemisphere engaged in armed, international or civil, conflict."

A tentative schedule for debates include Wheaton College, Wheaton, Ill., February 6, and Mississippi State College for Women, Columbus, March 12—both teams debating in Montevallo. The squad plans to attend the Pi Kappa Delta tournament, Knoxville, Tenn., March 18-23 and the Grand Eastern Tournament, Winthrop College, Rock Hill, S. C., April 11-13.

Miss Margaret Flory, of the speech department, will assist in coaching the squad.

New High School At Columbiana Is Destroyed By Fire

There is a mixture of many kinds of feelings caused by the burning of the new Shelby County High School in Columbiana last week.

Further confusion and disappointment is added to the story by what we hear is the statement of the night watchman regarding the circumstances of the burning. He, a Negro, is reported as saying that two or three white men held him at guns' points while the building burned to keep him from spreading the alarm of fire.

The new building, just completed at a cost of sixty-odd thousand dollars, would soon have taken the place of the one destroyed by a windstorm last spring.

While the physical loss is said to have been fully covered by insurance, yet that fact does not dissolve the widespread concern of conscientious citizens that such things can happen among us.

Even in the disappointing story of what seems the only light of information, we are still hopeful that it was not incendiarism. If it were, however, we venture the guess that it came from the fact that some people somewhere, sometime, stumbled into disagreement over a question that might well have been settled amicably before it had time to canker the mind of someone into a vengeful trend that knows no bounds or limits or reason.

"Little drops of water, little grains of sand, make the mighty ocean and the pleasant land."

Miss Frances Baxter left Wednesday for her home in Dothan, where she will spend the holidays.

The Community Chest

A Christmas Present From Montevallo

The greatest Christmas present in Montevallo is the \$1700 which subscribers to the Community Chest have made available for the different uses of that organization.

It is with the greatest satisfaction that we are able to announce that the quota of \$1700 in subscriptions has been reached this week.

Everyone who has had a part in making this greatest community Christmas present possible will feel a sense of gladness that they were able to do so. It will make our Christmas season happier, for we know "it is more blessed to give than to receive."

Business Women's Club Plays Santa Claus

Sweaters and gloves, games and toys were showered on elementary school children Tuesday, December 19, at the Girl Scout Little House as the members of the Business and Professional Women's Club played Santa Claus.

Each member chose a child from a list furnished by the elementary teachers. Some wanted 9-year-olds; some wanted 12-year-olds; some wanted boys, some girls; some were indifferent as to age and sex, but all wanted to make a child happy with a game, a toy, or something which would be useful every day.

About 2 o'clock Mrs. Charlotte Peterson marched the children from school to the Little House, where members of the club waited. There the youngsters found a bright, garlanded Christmas tree with packages heaped high around it. The little boys promptly took possession of one of the long benches placed on each side of the room, but the little girls picked the more comfortable chairs.

Santa Claus himself had written a letter telling the children not to expect to see his reindeer, as they did not come out until after dark; that he would come instead in a car. While waiting for him the children nibbled candy passed to them and sang Christmas carols, meanwhile looking longingly at the tree and the gifts. When the honk, honk, of Santa's car was heard, they broke into the gayest of Christmas songs, "Jingle Bells." To this tune, and with his own bell jingling, Santa hustled in and gave the presents out to the expectant girls and boys. Then Dr. Eastman, president, assisted by members of the club, served ice cream and cakes.

The club takes this opportunity to thank many of the townspeople and club members for their help—Klotzman's for the Santa Claus suit; Mr. Milstead for playing Santa; Mesdames Meroney, Ward, Peterson, and Miss Eloise Meroney for gifts; Mrs. Brown and Miss Ethel Reasoner for the beautiful tree and decorations; Mrs. Woolley for the appropriate refreshments; and Misses Elizabeth Allen, Minnie Tracey, and Anne Eastman for their work on the gift committee.

BAPTIST CHURCH

Dr. Pearson will speak at the Sunday morning service on "The Holy Family." The Sunday evening service will be a Christmas program. Sunday School meets at 9:45 a.m., and the Baptist Training Union at 6:45 p.m.

We wish for everyone a Christmas season filled with light and peace and joy that comes only from devotion to Him whose birth we celebrate.

Mr. Edward Lyman of Tuscaloosa was the guest of his mother, Mrs. E. S. Lyman, last week end.

Missionary Society Has Christmas Party

The members of the Baptist Missionary Society were very delightfully entertained by Mrs. J. I. Riddle at her home on Monday afternoon, with a lovely Christmas party. The house was decorated with Christmas greenery and candles and a beautifully lighted tree.

Miss Mae Wood, in her sweet and impressive way, gave the devotional on the Christmas story from St. Luke. Dr. Pearson then led in prayer. Miss Yenna York, Alabama College student, gave a reading, a beautiful Christmas story.

Each member was asked to bring a gift. After all the guests had arrived, each drew a name and put it on her package, and they were placed around the tree. It was quite exciting when the packages were opened and all were children again.

The hostess served a lovely plate to the following guests: Mrs. J. L. Bridges, Mrs. A. H. Watson, Mrs. M. P. Jeter, Mrs. Mary L. Hare, Mrs. W. K. Brown, Mrs. J. R. Lewis, Mrs. Kilpatrick, Mrs. P. D. Pendleton, Mrs. Cooper Shaw, Mrs. A. C. Anderson, Mrs. Edwin Allen, Mrs. N. R. Phillips, Mrs. Greba Wallace, Mrs. H. G. Parker, Mrs. R. A. Reid, Mrs. L. W. Wooten, Mrs. Della Mulkey, Mrs. W. J. McConatha, Mrs. C. L. Meroney, Mrs. A. J. Wood, Mrs. A. W. Day, Mrs. J. P. Thomas, Mrs. J. I. Reid, Mrs. Fred Frost, Mrs. W. J. Mitchell, Mrs. C. J. Robson, Miss Mae Wood, Miss Yenna York, Miss Bessie McCarty, Mrs. J. S. Ward, and Dr. Pearson.

"Swing Mikado" To Play In Birmingham

"What is the world coming to?" cry the purists and sticklers for custom, as they read of the tremendous success of the "Swing Mikado," with an all-colored cast of 100, coming to the Birmingham Auditorium for three nights, December 29, 30, and 31, with a New Year's Eve midnight show commencing at 12:01 a.m.

An honest analysis of public opinion concerning the morals, ethics and good taste of swinging out with Gilbert and Sullivan's immortal works, will reveal that what would have been considered bad taste or vulgar in the hush-hush era when billiard table underpinnings were referred to as "limbs" is now taken as a matter of course.

The most popular songs heard on the air today are swing versions of such classics as "Loch Lomond," "Martha," "Speak to Me of Love," and the Bell Song from "Lakme," and orchestras that command the highest salaries and have the greatest following are bands like Benny Goodman, Artie Shaw, and Bob Crosby, whose "Negroid" arrangements are the secret of their success.

The inherent rhythm of the colored race is seen at its best in the swing treatment of such numbers as "The Flowers That Bloom in the Spring," "Three Little Maids from School," "Tit Willow," "My Object All Sublime," and "The Wandering Minstrel."

Seen prominently in the cast of "Swing Mikado" are the fifty members of the Joseph Sherman Singers and the thirty bronze dancers of the ensemble.

Miss Nora Landmark and Miss Sarah Puryear spent last Saturday in Birmingham.

Bankers and county agents who were present for a tour in Clarksburg, Tennessee, came back with high praise for that section where the cooperation of a banker and county extension agents and vocational agricultural teachers has resulted in a much improved agriculture. The section around Clarksburg, once a one crop section, tobacco, has been developed into a diversified area with "Four Pillars of Income." The four pillars are tobacco, sheep, small grains, and cattle. This same thing can be done in Alabama, say those who were on this tour.

Association Is Formed By High School

Office Elected For Student Organization In Manner Of State Elections

Steps taken by the students of Montevallo High School for the forming of a Student Association were completed December 20, with the announcement of the names of officers for the coming year. After heated campaigns and elections, carried on strictly according to the election laws of Alabama, the following officers were elected: President, Bobby Cleary; vice-president, Fred Adams; secretary, Eula Bridges; and treasurer, Rebecca Grady. This announcement, a crowning climax, came as a result of three months of intensive work.

At first the movement for such an association was discussed only by small groups, later by representatives from each class, and finally by the entire student body. The next step, the writing of a constitution, was by no means a simple task. After considerable research, a constitution committee framed the first draft of a constitution. This having been revised by the temporary council and by the student body, the final copy of the constitution was adopted by a two-thirds majority of the student body.

For the officers of the Student Association, the nominating committee submitted the following report: President, Bobby Cleary, Brewer Carpenter, and Gertrude Kirkley; vice-president, Joe Argo, Julian Hill, Mary Jean Kennerly; secretary, Anne Appleton, Mary Pearson, Julia Ward; treasurer, Ol Cleveland, Frances Nybeck, and Rebecca Grady. Added to this number were the nominations made from the floor at a meeting of the student body: President, Harold Thomas; vice-president, Tom Pilgreen, Louise Lovelady, Raymond Lovelady, Fred Adams; secretary, Eula Bridges, Myra Frost, Sara Henry Reynolds, Frances Bailey; treasurer, Fred Pearson and Evelyn Ward.

The office of president was won by a large majority by Bobby Cleary and after run-offs between Louise Lovelady and Fred Adams for vice-president, Julia Ward and Eula Bridges for secretary, and Rebecca Grady and Fred Pearson for treasurer, the winners were Fred Adams, Eula Bridges, and Rebecca Grady. These officers will be installed at a meeting immediately after the Christmas holidays.

Fellowships Received By College Alumnae

Two recent graduates of Alabama College, Miss Louise Hamilton and Miss Marjorie Browne, have been granted Commonwealth Foundation Fellowships in the field of sociology, according to an announcement by Dr. Katherine Vickery, of the committee of graduate study at Montevallo.

Miss Hamilton, whose home is Demopolis, has elected to study at the New York School of Social Work. Miss Browne, from Plant City, Fla., has chosen the University of Chicago. The stipend from the Commonwealth Foundation is sufficient to cover all school and living expenses during the period of study. Both Miss Hamilton and Miss Browne were honor graduates of Alabama College, Miss Hamilton of the Class of '33, Miss Browne in '36. Miss Hamilton has been working with the State Department of Public Welfare, and Miss Browne has been on the staff of the State Training School for Girls in Birmingham.

Miss Marion Jones-Williams entertained a group of college girls with a party Monday night. The guests played bridge, Michigan, and rummy. Prizes were given to the winners. A delicious salad course was served.

Montevallo Times

Published on Thursday

W. M. WYATT, Publisher

SUBSCRIPTION RATES

1 Year (in County) -----\$1.00
1 Year (in State) -----\$1.50
1 Year (outside State) -----\$2.00

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SPREADING CHRISTMAS CHEER

Those who have had a part in the Montevallo High School's Christmas toy project this year deserve praise for the efforts they have made and the results accomplished. More than that, they have experienced personally that great satisfaction that comes to those who generously divide their Christmas cheer with fellowbeings less fortunate. "It is more blessed to give than to receive."

The Times editor was accorded an opportunity Monday night to see the toy shops as the students were packing the many articles into bags and making ready to carry them to the eager and empty hands of children who will receive no other Santa Claus this Christmas.

It is a marvelous spirit, boys and girls. It is the spirit that lit the lights of Christian civilization in the world centuries ago. It is the spirit which will keep the lights aglow for those who shall come after us.

Really now, it is more blessed to give than to receive, don't you think?

A TIMELY SERVICE

Alabama College, the progressive state institution for women at Montevallo, has established a vocational advisory service for the women of Alabama generally. Miss Rochelle Rodd Gachet, recently director of admissions and faculty member at Arlington Hall, outstanding Eastern school for girls, will be director of the service. Miss Gachet formerly taught at Montevallo and has also had extensive successful experience in business and in government work.

The vocational service will be based on a thorough, continuous study of employment needs in the state, of the facilities for meeting those needs and of the opportunities for training for available and prospective jobs. The results of this research and advisory information will be available to Alabama women.

The resulting service should be of great value not only to women, but to business and industry and the general economic life of the state.

Employment questions are, of course, outstanding among the major problems of these times. One of the great difficulties continues to be that of bringing the job and the qualified worker together. Even in this time of widespread unemployment, many employees and personnel experts say, there remains a shortage of trained workers in many lines.

Such a service as Alabama College now begins should be able to do much in increasing needed qualifications and training among workers as well as in assisting applicants for work.—Birmingham Age-Herald.

FINLAND NEWSPRINT

The European war is very directly affecting the newsprint market of the United States because it has cut off the large imports that have been coming from Finland.

Henceforth, we are told, our newsprint needs must be supplied by domestic manufacturers, which means we must look to Canada for our supplies.

Prices have already gone up considerably. They will go higher.

Manufacture of newsprint from Southern pine will start next month at one large mill in Texas. The output of this mill is under contract for several years to a group of Southern dailies.

Perhaps the stoppage of Finland paper by the war will result in a stimulus to development of newsprint manufacture in the South.

IT'S TRUE!

By Wiley Padan

ROBERT MONTGOMERY

ONLY TWICE IN HIS CAREER HAS BOB ASKED TO PLAY A ROLE IN A PICTURE OF HIS OWN CHOOSING. ONE WAS "NIGHT MUST FALL" (IT WON HIM NOMINATION FOR THE ACADEMY AWARD). THE OTHER IS MGM'S "THE EARL OF CHICAGO".

HE HAS BEEN WORKING DAY AND NIGHT STUDYING CRIMINOLOGY, ETC., FOR HIS CHARACTERIZATION!

EDWARD ARNOLD'S

ORIGINAL MANUSCRIPT OF HIS AUTOBIOGRAPHY, SOON TO BE PUBLISHED, HAS BEEN PRESENTED TO ROBERT MONTGOMERY, WHO HAS AN OUTSTANDING PRIVATE COLLECTION OF ORIGINALS!

LEO

EDMUND GWENN, DISTINGUISHED BRITISH STAR, WAS "DISCOVERED" BY GEO BERNARD SHAW. HE ALSO WAS A FAVORITE OF SIR JAMES BARRE. GWENN PLAYED THE LEAD IN THE FIRST GALS WORTHY PLAY EVER TO BE PRODUCED!

THE ODDER FEMININE ROLE FALLS TO GLADYS BLAKE, CAST AS SILKEN LEGS. SHE IS MONTGOMERY'S LEADING LADY, BUT NOTHING IS SEEN OF HER IN THE FILM EXCEPT HER LEGS!

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New York, N. Y.—"IT'S TRUE! that Hollywood has pictured just about every kind of a trial on the screen, except the most famous of all, a trial for murder in England's House of Lords," says Wiley Padan. "This will be shown for the first time in M-G-M's 'The Earl of Chicago'."

"There is a tradition that dates back to the twelfth century, that a Lord can be tried only by his peers on a felony charge. In the past eighty-three years, only three trials of this kind have been conducted in the House of Lords, in 1935, 1901 and 1856."

YOUTH SEES A VISION

Have you watched the beauty in the eyes of young people who dream of taking a good place in this world of yours? Watch again, for this sight is wonderful. It is one of the most hopeful things you can see. These are our own children, and we should be proud of these lights in their eyes. And we should be happy, because these lights burn in so many eyes—those hopeful, eager eyes of our own children.

Each day tells a new story of these brave young dreamers. Here's one: (Remember, it's a story of our own boys right here in our own county). Shake hands with Edmond T. Toney and Boris Mitchell of Dogwood. At school these two fellows are using some of their social science class time to plan better recreation for their own community. You see, this is especially wonderful because it's two of our own home county boys being earnest and being honestly interested in doing something to actually make their own home town a better place. This is the Christian way of living. This is giving—not just talking. This is building—not just using. A hundred young men who are givers and builders like these will do a lot to make Shelby County a healthier, happier place.

Get these young men to be our teachers. Let's watch those lights in their eyes. Won't you, and you, help them them do the work they have in mind? Shelby County needs these workers—and they need and deserve a good hand from Shelby County.

Christmas Turkey Dinner 50c

With all the Fixings

Serving—11:30 to 1:30 and 6 to 8 p.m.

Montevallo Cafe
RED WOOLLEY

Mr. Jack Burleson of somewhere was a visitor in Montevallo last Sunday. Mr. Burleson is the engineer who built the new viaduct here two years ago.



May the joys of a season noted for its happiness be multiplied for you this Christmas.

Crosby's
Little Store
WILTON, ALA.



We deck our homes with happiness,
And trim our halls with holly,
We add a wish for your success
To make the Christmas jolly.

Montevallo
Lumber Company



Whaley Furniture Co.



During this time of joyousness and peace, we wish you the merriest Christmas you've ever had, the best of health, happiness and prosperity, now and in the future.

Montevallo Cleaners & Dyers



Best wishes for the Christmas season! Your continued patronage will be appreciated, and we shall endeavor to serve you to the best of our ability.

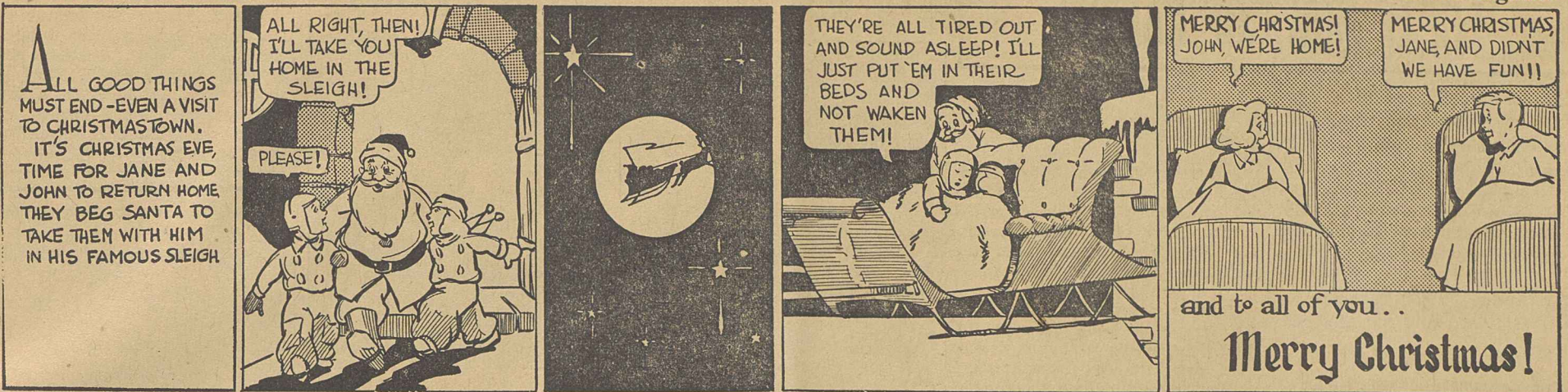
Open till 9 o'clock Thursday, Friday, and Saturday nights this week.



To our many customers and good friends we say "Merry Christmas." And may our friendships continue to grow even stronger as the years go by.

The Little Shop of Personal Service

A CHRISTMAS ADVENTURE



Governor Dixon Is Directing Highway Safety Campaign

Series of Billboard Posters Will Be Used To Impress Drivers of Motor Cars

Montgomery, Ala.—Along all main motor routes and principal streets of cities and towns in every section of the state there now appears on conspicuously located billboards, the first of a series of four huge posters through which Governor Frank M. Dixon is conducting a special highway safety campaign for saving human lives, halting the steadily increasing loss from damage to and destruction of property, and preventing by the promotion of safe driving the traffic accidents to which so much tragedy and waste is chargeable. Space for the

display of posters was donated to the state and the chief executive for the duration of the campaign, by the Outdoor Advertising Association of Alabama.

The posters, in a combination of color and lettering that instantly attracts attention and emphasizes their message, carry the significant warning: "When You Drink Don't Drive — When You Drive Don't Drink," and underneath, "Governor Frank Dixon's Safety Campaign." Sixteen of these posters now proclaim this message from as many billboards in the city and county of Montgomery, 18 in Mobile, and an even larger number in Birmingham and the remainder of Jefferson County.

All together 563 billboards display the poster in 358 cities and towns throughout the state. Each of these billboards has been carefully selected so that all posters placed will be seen and read by the greatest number of persons. The donation of space made by the Outdoor Advertising Association through whose cooperation the campaign was inaugurated and has now been fully launched, represents a value on the basis of commercial rates for the same amount of space over the four-month period, it is announced, of a total of approximately \$48,000. Cost to the state of the lithographed posters is \$4,500, which is the only expense borne by the state in connection with the safety campaign.

Before this campaign closes, 2,252 of these posters will appear on outdoor billboards in all sections of Alabama. Each of the four posters in the series will remain on display for one month. The one now appearing will be replaced by another between January 1 and 10, other changes to be made at like intervals until the entire series has been displayed.

The three other posters in full

CALVARY HILL

We invite you to our Christmas program Friday night at 7 o'clock in our church. First is a playlet, "Such As I Have." Characters: Fathers, John Neely, Jack Hill; Mothers, Mary Neely, Margaret Holcombe; son, Erskine Allen; little daughter, Beckie Holcombe; Grandmother Jones, Louise Holcombe.

Characters in "The Christmas Story," taken from Matthew and Luke, are:

Mary, Louise Holcombe; Joseph, Erskine Allen; Angel, Annie Laurie Holcombe; King, Jack Hill; Wise Men, shepherds, and others, Franklin Fancher, Cecil Fancher, Roy Holcombe, Virginia Ruth Holcombe, Joe Rogers, Earl Swinford, Delmus Tate, Joe Arledge, Hollis Arledge, Arthur Holcombe, Sr., Billie Frost, Pete and Ed Holcombe, Laura Cunningham; costume chairman, Mrs. Earl Swinford; decoration chairman, Mrs. Arthur Holcombe; program arranged and directed by Mrs. T. S. Hill.

Will you pray for our church to continue in the spirit of Christ?

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or it Will Cost You Nothing

Over one million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial! Ask for "Willard's Message" which fully explains this treatment—free—at

MONTEVALLO DRUG CO.

color yet to be displayed in the order named are described, respectively, as follows:

"Little Children should be Seen and Not Hurt," the accompanying picture shows a group of children fleeing in all directions on a city street, from in front of an approaching car that is dangerously close.

"Stop Taking Chances — Drive Safely." This warning is being given by a State Highway Patrolman in his blue-and-gray uniform, astride a motorcycle which is halted at the roadside.

"Her Life is Worth All the Trouble." Accompanying this safety appeal is the picture of a beautiful little golden-haired girl, dressed in play-clothes and poised on the edge of a swing as though on the point of darting across a street or highway. The picture is copyrighted, special permission to use it in the campaign having been obtained from the copyright owner.

"This outdoor billboard safety drive represents the carrying out by Governor Dixon of another of his campaign pledges," Director T. Weller Smith of the State Department of Public Safety, said yesterday. "His first step toward making Alabama's highways safer for all who use them was his sponsorship of the Uniform Driver's License Law that is now in effect. The next was reorganization and revitalizing under his direction of the State Highway Patrol. The poster campaign for the further promotion of safe driving launches a program for educating the driving public along sound, modern safe-driving lines."

Enthusiastic regarding the poster campaign and the wholesome results he is confident it will accomplish in Alabama with an even greater degree of success than similar campaigns have attained in Pennsylvania and everywhere else they have been put in effect, Director Smith said he is confident "the motoring public of this state and motoring visitors from other states will cooperate in making Alabama highways the safest in the nation."

With the income available to them for living, farmers in 1939 could buy about as much goods for their families as they could in the favorable period of the 20's.



CHRISTMAS PEACE ON EARTH
1939 * 1939

Montevallo Cafe

May every joy, every happiness be yours during this glorious Christmas season and during the year to come.



HERES WISHING
YOU ALL THE
HAPPIEST
HOLIDAY SEASON

'TIS THE SEASON
Christmas
TO BE JOLLY
1939

White Hardware Co.



Ours is the simple, old-fashioned wish for you: "Merry Christmas!"

Mahan Barber
and
Beauty Shop



Merry Christmas! The old-time wish for a joy that never ends.

The J. A. Brown Companies

Acme Oil Company
Brown Bag Company
Brown Cotton Company
Brown Gin Company
Brown Trading Company
Central Ice Company
Montevallo Ice Company
Montevallo Grocery Company
Peoples Garage

LOCAL NEWS OF CALERA

Mr. John Phillips, Paul and Powell Phillips, of Birmingham, spent part of Friday visiting Mrs. F. Denson.

Mr. Billy Blevins and Roy Parker hitch-hiked here from Birmingham Friday for the week end.

Mr. Milton Findley is home for the holidays from David Lipscomb College.

Mrs. Edwards and Mildred Dawson spent Thursday shopping in Birmingham.

The W. C. T. U. will meet Thursday at the home of Mrs. D. W. Boyd, with a luncheon at 1 p.m.

The Calera Garden Club is holding a plant swap every second Friday afternoon at 3 o'clock, in the furniture side of Holcombe's store. The swap is on Friday after the meetings.

We were sorry to learn that little Jeff Cowart is home ill with flu. We hope she'll be out again soon.

Mr. and Mrs. Gene Curtis spent Monday in Birmingham shopping.

Mr. and Mrs. F. Camp spent Monday in Birmingham.

Mrs. J. T. Parker, Mrs. Cochran and son, Len, went to Birmingham Monday.

Mrs. Artelle C. Gunn and daughter, Jane, left Sunday for Bearden, Arkansas, where they will spend the Christmas holidays. Marion Gunn of Dallas will join them there.

The Methodist Church Christmas party was presented on Wednesday afternoon at the church.

Miss Mary Nell Gentry has returned from Montgomery to make her home here. She has accepted a position in Columbiana.

Mr. and Mrs. George W. Holcombe and Kenny will spend the holidays here with relatives.

Mrs. W. H. Martin expects Miss Martha Martin of Chattanooga home for the holidays on the 23rd.

Little Tommie and Judson Tomlin are ill at home with flu. We hope they'll be well again soon.

Little Bayne and Bets Hill are also on the sick list—we hope it isn't serious.

Miss Camilla Howell is out at Ebenezer helping her sister, who is sick.

Mr. and Mrs. W. A. Cone of Tuscaloosa and Mrs. Sallie Smith of Prattville, and Sam Bowdon of Birmingham will spend Christmas with the R. E. Bowdons.

Miss Mary Hackney of Opelika will be the guest of Miss Kate Bowdon during the holidays.

Miss Lucille Traywick spent Monday in Birmingham shopping.

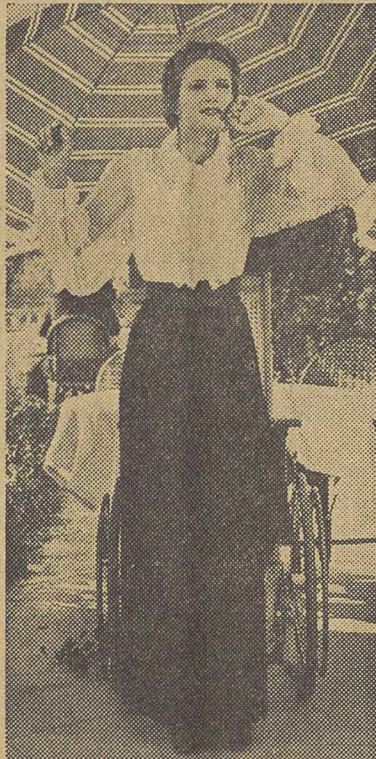
Mrs. J. Holcombe, Mrs. R. E. Bowdon, Mrs. R. E. Bowdon, Jr., Mrs. R. L. Holcombe, Miss Zemma Holcombe spent Monday in Birmingham.

The Baptist young people presented a Christmas pageant Sunday night at the church. Lola Bean had charge of the music which added greatly to the entertainment. The sponsors were Elizabeth Wallace, Lola Bean, Cyril Davidson. Miss Ila Lucas was the reader for the pageant.

Mr. and Mrs. Ben Holcombe, Mr. and Mrs. Fred Holcombe of Birmingham spent Sunday afternoon with Mrs. P. H. Onderdonk.

Mrs. Zollie Cowart, Jr., is here with Mrs. Z. S. Cowart, ill with flu. We wish for her a speedy recovery.

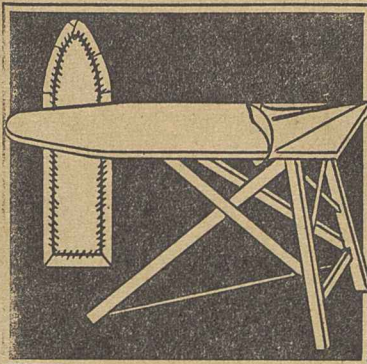
MIRACLE



Jo Ann Sayers, portraying the role of a hopeless cripple in Carey Wilson's latest M-G-M Miniature, "Miracle at Lourdes," suddenly discovers that after a visit to the famous shrine at Lourdes she regains the power to walk. The film was directed by Henry K. Dunn.

After doctors had decreed that she'd never walk again, a girl visited the miracle shrine at Lourdes and soon she was able to walk. That's the story, "Miracle at Lourdes." Jack Chertok produced.

SAVING MONEY With Cotton Bags



Ironing can be made a more pleasant task when a clean ironing board cover is always ready. Make several covers for your ironing board from Cotton Flour or Sugar Bags. Cut the Cotton Bag material to fit your board, leaving several inches all around so that the cover can be drawn tightly under the board. Buttonholes can be made all around the cover through which a tape is laced under the board, or tapes can be sewn at about 6 inch spaces all along both sides to be tied under the board. Another cover to be put on the board when not in use is made of Cotton Bags cut several inches larger than the board with an inch hem all around through which an elastic is run. This cover then can be drawn on and off and the permanent cover is always fresh and clean.

Other Cotton Bag Sewing ideas are illustrated in a free booklet. Send to National Cotton Council, Box 18, Memphis, or Textile Bags, 100 N. LaSalle St., Chicago.

Y. W. A. CHRISTMAS PARTY

The Y. W. A. had its regular Christmas party Saturday night at the home of Mrs. J. I. Riddle. About 60 girls were present. They presented Mrs. Riddle with a lovely pottery vase. Refreshments were served and Christmas carols were sung by members.

HOLIDAY CHEER



Merry Christmas! an old, old wish,
The twinkling stars repeat it;
Merry Christmas! We wish you health,
And a joyful heart to greet it!

Holcombe Mercantile Company
CALERA, ALA.



Another year... another Christmas... may it be your happiest and most joyous!

Collins' Casino
Calera, Ala.



To our many customers and good friends we say, "Merry Christmas." And may our friendships continue to grow even stronger as the years go by.

Crawford Service Station
CALERA, ALA.



We'd like to wish each of you a very Merry Christmas in person but since we can't, here's the next best way.

Denham Grocery
CALERA, ALA.

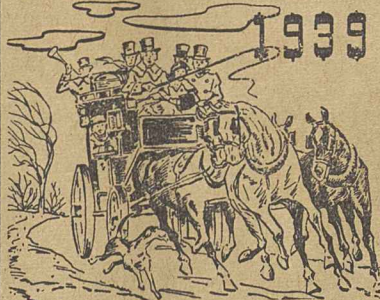
JOYOUS HOLIDAY



Merry Christmas to you — our friends, neighbors and customers. We gladly join with others whose privilege it has been to serve you, in sending our heartiest holiday greetings!

Green Acres Grocery
CALERA, ALA.

YULETIDE JOY



We hope the Christmas star shines bright for you, lighting your way to success and happiness during the holiday season and the coming year.

Adams' Market
WILTON, ALA.

W. J. MITCHELL
Dentist
Montevallo, Ala.
I specialize in Plate-Work and Extractions

As 1939 draws to its end, we add our voices to the ever-swelling chorus of "Merry Christmas to you all"

Mrs. Averett's
CAFE
WILTON, ALA.

1939 Christmas Cheer to All



Here's to Christmas! May it bring you peace, joy and happiness. That is our sincere wish for you and yours.

B. B. CURRY & CO.
WILTON, ALA.



May the companionship of friends at Christmas time be as warm and comforting as the firelight of the Yuletide log.

CALERA CAFE

WADESONIAN THEATRE CALERA, ALA.

FRIDAY and SATURDAY
Dec. 22-23

Tex Ritter in
"SUNDOWN ON THE PRAIRIE"
Serial—The Phantom Creeps
Also Comedy

SUNDAY and MONDAY
Dec. 25-26

Bob Burns in
"I'M FROM MISSOURI"
Comedy—Bulldozing Bull

WEDNESDAY and THURSDAY
Dec. 27-28

Bob Hope, Shirley Ross in
"SOME LIKE IT HOT"
Comedy—Dinky Spinky

First Show 7:00—Second 8:30
Sunday Matinee 1:30—Night 8:45
Admission 10c-15c always



SHOPPERS HEADQUARTERS

Siluria Mercantile Company

Wednesday, Thursday, Friday, and Saturday

Christmas Sale -- December 20, 21, 22, and 23 -- Christmas Sale

Fruits and Vegetables

"FOR CREAMING USE CARNATION MILK"

Best ORANGES
per dozen
12c - 15c - 20c - 25c

Delicious Apples
per dozen
20c-25c-30c-35c-40c

LAYYER
Raisins lb 10c

LARGE SIZE
Pecans 2-lb 35c

NUMBER ONE
Walnuts lb 22c

Delicious
Apples \$2.25
By the box

Butter Nuts lb 17c

LARGE HEAD
Lettuce 2-for 15c

LARGE SIZE
Celery 10c

Christmas
Oranges \$2.25
By the crate

HARVEST MOON
Mayonnaise
Quart 35c - - - Pint 20c

14-OUNCE
Catsup 2-for 25c

TRICYCLES
all sizes--prices cheap

Candy Special

Grocers Mix lb 10c
Coconut Bon Bons lb 20c
Stick Candy 2-lb box 25c
CREAM
Chocolate Drops 2-lb 25c
5-lb BOX
Fancy Asst Chocolate \$1.39

FLOUR

24-lb bag
Johnsons Best 89c

Green Dot 79c

Biscuit Maker 73c

10-lbs
Sugar 55c

Flavoring
Any Kind

3 for 25c

Fresh
COCONUTS
each 6c

NO. 2 STOKLEY'S
TINY PEAS 17c

NO. 1 STOKLEY'S
FRUIT COCKTAIL 15c

Choice Meats

"For Sauces and Gravies use Carnation Milk"

LARD Pure 4-lb . . . 34c

LARD Pure 8-lb . . . 68c

L A R D 8-lb Pail . . 79c

Snowdrift 3-lb Pail . . . 55c

Snowdrift 6-lb Pail . . . \$1.05

WILSON'S CERTIFIED
SALAD OIL Quart 29c
Gallon 95c

WILSON'S CERTIFIED
B A C O N lb . . 19c

Zeiglers Special
Sliced BACON pound 26c

Special Lean
Sliced BACON pound 23c

PORK CHOPS pound 19c

PORK HAMS fresh lb 19c

Pork Shoulders fresh lb 16c

SEASONED TO PLEASE
Zeiglers Sausage 2-lbs 35c

WITH RIBS
Fresh Side Meat pound 15½c

Cured Hams 6 to 8 lb avg. lb 23c

EVERYONE GUARANTEED
EGGS 2 Dozen 55c

Zeiglers Chili Brick each 22c

Hormel's Skinless Coneys lb 19c

TENDERIZED, HOCKLESS
Hormel's Picnic Hams lb 20c

We have a complete line of pork and beef cuts, also fresh oysters, fish, dressed and live hens.

Make this Store Your Christmas Headquarters.

Plenty of Gifts in our
Dry Goods Department

Give us your order NOW and avoid the rush

In the first basketball game of the season Wednesday night, the Clanton team won over Montevallo by a score of 24-12. This was the first game played in Montevallo's new gymnasium.



CHRISTMAS PEACE ON EARTH
1939 * 1939

The spirit of friendliness of this glad season reminds us of your good will during the past year. To each of you we wish a very Merry Christmas.

COLLEGE INN

Turkey And Sauce Is Holiday Team

From all indications, the team of roast turkey and cranberry sauce is going to make an unusually good showing this season. For the 1939 crop of turkeys is the largest on record, according to the United States Department of Agriculture, and the cranberry crop is larger than average.

Since many Alabama families are likely to have this happy combination, Mildred Simon, foods and nutrition specialist of the State Extension Service, today sent a few suggestions on stuffing and roasting the Christmas bird to Miss Margaret Oliver, home demonstration agent in Shelby County.

"A handy rule for figuring how big a turkey to have for dinner is to allow three-fourths to one pound of turkey for every person," she said. "This, however, means the weight of turkey after it has been picked, but before it is drawn or has the head or feet cut off.

"Although there are a number of stuffings used, by far the most common are those with a bread-crumbs base," she continued. "Best crumbs for a 'dry type' of stuffing are made from two or three-day old

bread.

"To determine how much stuffing to make, figure again from the weight of the turkey, plucked but now drawn, with head and feet still on," Miss Simon pointed out. "Allot one cup of bread crumbs for every pound of turkey, minus two. In other words, a turkey that weighs 14 pounds will need about 12 cups or 3 quarts of bread crumbs."

While there are several methods of roasting turkey, one method is as follows:

Keep the oven temperature moderate all the time the turkey is roasting. Use an open pan with a rack. Add no water. Baste and turn small or medium sized turkeys every half hour, and for larger turkeys cooked in a slower oven, baste and turn every hour. When the turkey is tender in breast and thigh and the juice does not show a red tinge, it is ready to carve.

High School News

The High School Band held its second Band Night last Thursday. Social dancing, square dancing, and games were offered. The band charged twenty-five cents admission and cleared around forty-one dollars which will help to buy uniforms.

The Spotlight staff has been sponsoring a magazine sale. They have collected twenty-three dollars and will get fifty per cent of it. This money will be used to help pay for the printing of the Spotlight.

Montevallo High School held its first Christmas Festival Wednesday morning. This was made up of short plays, showing how different countries celebrate Christmas.

Basketball practice has started in the auditorium. Mr. Varnell must think it is a good team because he has scheduled games with Woodlawn, West End, Phillips, and others.

Montevallo High had a good football season, no other team scoring over seven points against her.

The Montevallo High School toy project has been completed for another year and once more it has been a successful venture in which the students of the high school will make many of the children in and around Montevallo happy at Christmas time.

The students of the high school have been busy repairing old toys and making stuffed animals and dolls to give to the children who would otherwise receive no toys at Christmas. Eddie Watson gave a free picture show to anyone that would bring as their admission a toy that could be fixed.

This project has been a help to many children, and still it has given the true Christmas spirit to the whole high school.

State Advertisements Arouse Interest

Montgomery, Ala. — A flood of tourist inquiries with requests for state highway maps and travel literature about Alabama has followed the appearance on December 10 in the winter travel and resort sections of 15 Mid-Western newspapers and in the New York Times and New York Herald-Tribune, of Alabama's first official advertisement of its many attractions for visitors from all parts of the nation, according to announcement at the offices of the State Chamber of Commerce, which is directing follow-up activities in connection with the state promotional campaign.

On the second day after appearance of the first advertisement, it was stated, inquiries streamed into the offices of the State Chamber here, by every mail, many of them referring to news stories and pictures dealing with various points of interest, which were carried in practically every newspaper in which the first advertisement was published.

In the Alabama advertisements, prepared by the Sparrow Advertising Agency of Birmingham, under the direction of the Alabama State Planning Commission, scenes of interest to tourists in all parts of the state are being featured. The first advertisement, "See the State Where the Stars Fell," carried pictures of Wilson Dam at Muscle Shoals, the Ave Maria Grotto on the grounds of St. Bernard College

at Cullman, the home of the president of the University of Alabama, the State Capitol, which was also the first capitol of the Confederacy, and a deep-sea fishing scene on Mobile Bay.

The second state advertisement which will be published in travel

and resort sections of the same Mid-Western newspapers on January 7, 1940, will be captioned, "See the Old South and the New."



Because we know all lovely things

Wishing wont make true,
Doesn't make us stop a bit,
In wishing joy to you!

**Cliff's
Produce Truck**



As 1939 draws to its end, we add our voices to the ever-swelling chorus of "Merry Christmas to you all!"

**J. G. Glasscock
GULF PRODUCTS**



May this Christmas season be twice as happy as any you have had before, and may good cheer and happiness be yours throughout the coming year.

Jeter Mercantile Co.



May the joy and happiness of this Christmas season stay with you throughout the coming year. It is our earnest desire to serve you even better than we have in the past.

Montevallo Cash Store



Here's to Christmas! May it bring you peace, joy and happiness. That is our sincere wish for you and yours.

Wilson Drug Company



One of the greatest pleasures of Yuletide is the opportunity to wish each of our customers and friends a Merry Christmas.

HOLCOMBE'S



May boundless holiday cheer be yours during this glorious Christmas season. To our friends and customers, whose numbers are ever-increasing, we express our appreciation for your loyalty.

**Atlas Service Station
H. C. LANGSTON, Prop.**



One of the greatest pleasures of Yuletide is the opportunity to wish each of our customers and friends a Merry Christmas.

**Nell Moreland Grocery
WILTON, ALA.**

WANT ADS

FOR SALE—Upright piano in good condition. On easy terms if desired. Mrs. Alice Yeager, Montevallo. 12-7-1tch

FOR RENT — Farm near Wilton. New house and barn. Miss Alice Woodward, 2365 Riverside Avenue, Jacksonville, Florida. 12-14-4tpd

FOR SALE—Little girls' bicycle, in good condition. See Mrs. M. L. Orr, Montevallo. 12-14-1tch

Post Office To Be Open All Day Saturday

Postmaster R. A. Reid states that the Montevallo post office will be open for business all day Saturday of this week for the convenience of those who have Christmas business to transact.

On Monday, Christmas Day, the stamp and general delivery window only will be open from 9 to 9:30 a.m.

LOCALS

Roy Hicks, Jr., has been ill with the flu during the past week.

Laura Ann Hicks is sick with chicken pox this week.

The Enon Baptist Church will have a pageant Sunday night at 6:30. Come and bring the family.

Mr. Clay Griffin arrived Wednesday from Georgia Tech to spend the holidays.

Miss Lela Wade Rice left Wednesday to spend Christmas with her family in Nashville.

Mr. and Mrs. Stanley Mahan spent Sunday in Selma with Mr. and Mrs. Charlie Arant.

Miss Elizabeth Utterback left Thursday for Louisville, Ky., to spend the holidays with her mother, Mrs. Blanche Sypret.

GIRL SCOUTS

The Montevallo Girl Scout Council held its regular monthly meeting Thursday, December 14, at the Little House. After routine business had been disposed of plans were made for the girls' Christmas party and carol singing.

Officers for the coming year were elected as follows: Commissioner, Mrs. J. L. Appleton; first deputy commissioner, Mrs. W. J. Kennerly; second deputy commissioner, Mrs. E. H. Wills; secretary, Mrs. J. T. Bagwell; treasurer, Mrs. O. B. Cooper.

The council is very glad to welcome a new member, Mrs. Ted Bridges.

On December 6 and 7 Miss Esther Brooks, national field worker for the Dixie Region, of which Montevallo is a part, was guest of the local Girl Scout group.

During her visit she met several groups of girls, was honor guest at a tea given at the Little House, to which mothers of Girl Scouts were invited, and conferred with leaders and council members concerning the revised program for the girls from seven to eighteen years of age.

Miss Virginia Evans is spending the Christmas holidays in Siluria. Miss Evans is clerical assistant to the registrar at Alabama College.

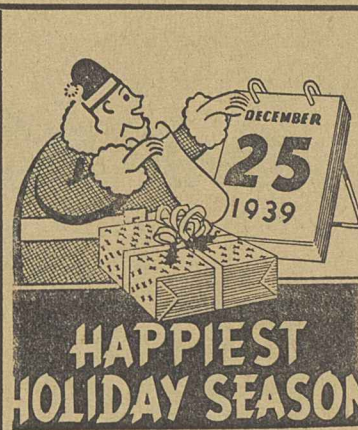


**THE GANG'S ALL HERE...
Come On Over!**

An invitation that carries thrilling promise of a friendly get-together with a congenial crowd. But if you haven't a telephone, it is difficult for friends to get in touch with you. They may be forced to leave you out of many pleasant affairs. Why let this happen? A telephone will keep you always in ready reach—and in the swim! But it will cost only a few pennies a day—a trifling sum for a world of pleasure, for greater comfort and security.

It just doesn't pay to try to get along without a telephone.

Order yours today!



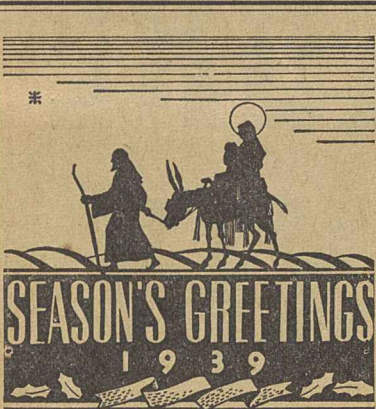
We hope the Christmas star shines bright for you, lighting your way to success and happiness during the holiday season and the coming year.

Montevallo Drug Co.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
INCORPORATED



WALTER M. SHAW



We wish to take this opportunity to wish each of you a very Merry Christmas and to express our appreciation of your patronage during the past year.

Open till 9 o'clock Thursday, Friday and Saturday nights this week.

Hicks Ben Franklin Store



May this glorious Christmas season bring you contentment, happiness and good cheer.

KLOTZMAN BROS.



We'd like to wish each of you a very Merry Christmas in person—but since we can't, here's the next best way.

ELLIOTT'S

Dial 4211

SAVING MONEY With Cotton Bags



Have you ever realized how many useful and attractive articles you can make for your home that will cost you absolutely nothing but a little of your time? Two large Cotton Sugar Bags or Cotton Flour Bags will make a luncheon cloth with four napkins. Square off one of the bags and fringe all four edges. If you care to add a monogram or motif to fit in with your kitchen or breakfast room a simple design is very effective. Four napkins cut from one bag are of ample size. If you prefer color, the Cotton Bags can be dyed or tinted with very little effort.

Other Cotton Bag Sewing ideas are illustrated in a free booklet. Send to National Cotton Council, Box 18, Memphis, or Textile Bags, 100 N. LaSalle St., Chicago.

Cotton Situation Looks Brighter

Auburn, Ala.—A continued high rate of domestic mill consumption, and increased rate of industrial production, a marked increase in domestic exports, and the recently announced government loan all contributed to the recent strengthening of domestic prices of cotton.

A net advance of approximately one-half cent in domestic cotton prices since the latter part of October raised the 10-market average of Middling $\frac{3}{8}$ -inch to 9.45 cents per pound on November 24. This was approximately three-fourths cent above the November, 1938, average, and nearly 1 cent above prices just before the outbreak of the European war. It was only slightly below the high for the season to date.

In October domestic mill consumption of cotton increased seasonally over September to a level 29 per cent above October last year. The October total was the fourth largest for any month on record. Mill activity, adjusted for seasonal variation, remained about the same during the first three weeks of November as in October, according to trade reports. Since September, however, manufacturers' sales of cotton goods apparently have been considerably below production, with a consequent reduction in unfilled orders. Nevertheless, unfilled orders are still believed to be fairly large. From August through October, domestic mill consumption (1,900,000 running bales) was 333,000 bales larger than a year earlier and the largest for the period on record.



May the joys of a season noted for its happiness be multiplied for you this Christmas.

Montevallo Coal Mining Co.
Aldrich, Ala.



We wish success to all our friends. Now can't you guess the reason? We're grateful for your patronage, And 'tis the Christmas season.

OWEN BRIDGES

Painters Prefer Turpentine Thinner

The painting contractors of the United States, in a national survey recently inaugurated by the American Turpentine Farmers Association Cooperative, with headquarters at Valdosta, Ga., voted overwhelmingly for pure gum spirits of turpentine as their favorite paint thinner. Tabulations of returns showed that 9 out of 10 of the contractors had used gum turpentine when painting their own homes.

Through the courtesy of a national magazine serving paint contractors and the painting industry as a whole, cards were sent to each thirtieth name on the magazine's list. These cards asked the painting contractors whether they had used gum turpentine or a substitute when painting their own homes.

Responses to these approximately 2,000 cards, sent to all parts of the country, was emphatic. Ninety-three and six tenths per cent said they had used only gum turpentine in painting their own homes; 4.2 per cent said they had used substitutes; and 2.2 per cent said they had used both.

Typical of the replies from the painting contractors who said they had used gum turpentine in painting their own homes were these:

"And on all other first-class work, too."
 "On my own home and on work done for customers."
 "Always."
 "Nothing like the best."
 "And none other."
 "Every time."
 "Never use any substitute."
 "And everywhere else."
 "You bet—on all jobs."
 "There is no substitute for gum turpentine."
 "My old standby."
 "No substitute will do for me."
 "And on the other fellow's home, too."

The American Turpentine Farmers Association, of which Harley Langdale is president, has been conducting a \$200,000 advertising program in national magazines reaching a total of 21,469,000 homes, on the merits of gum turpentine as a vital ingredient in good paint.

Consumption of gum turpentine has showed a marked increase as a result of the advertising, according to Harley Langdale, president of the American Turpentine Farmers Association Cooperative.

Food Consumers Pay Hidden Taxes

Families in Shelby County pay an estimated \$31,512 in hidden taxes annually through their purchases of food, a National Consumers Tax Commission survey showed today.

"Nearly eight per cent of the total food bill represents shifted taxes buried in the price of every purchase, the report stated. "These unseen levies, for example, take 11 per cent of butter costs, 6½ per cent of bread costs, 10½ per cent of sliced bacon and 14½ per cent of the cost of coffee."

The report was made public through Mrs. George W. Adams, of Andalusia, and Mrs. James A. Carney, of Battles Wharf, national committee member and state director, respectively, who lead NCTC study groups in Alabama in the educational crusade against "unnecessary consumer-penalizing taxes."

The report added: "Chief offenders, and those that fall most heavily on lower income families, are hidden taxes. These are levied originally against the producer, manufacturer, shipper and distributor. Unable to absorb the load, each must pass on a share of its taxes and the consumer

ultimately pays them, usually without knowing it."

The commission, in whose non-partisan crusade approximately 5,500 tax study groups are active, said the hidden tax figures does not include the many other hidden and direct taxes families here have to pay.

The food tax estimate was computed from NCTC averages based on last available U. S. Bureau of the Census figures which placed 1935 food sales in the county at \$404,000. Government estimates of total sales in the country last year approximate the total in the 1935 study, the NCTC said.

WILTON NEWS

The boys who are at home for the holidays are Ehney and Russell Ambrose, of Auburn; Frederick and Clay Lucas, and Bud Milstead, of Chillicothe Business College.

Mr. L. T. Reeves spent the first part of the week with his family in Birmingham.

The flu seems to be raging. Those on the sick list this week are Mrs. B. B. Curry, Mrs. Frank Bassett, and Hoya Splawn, who has been confined to his home with a sore leg.

Mrs. Alice Ambrose visited in Selma last week.

Miss Vera Adams is visiting Miss Olivia Adams this week.



CHRISTMAS 1939..
sincere wishes for a
Joyous Holiday

May the spirit of Christmas remain with you throughout the coming year. We pledge ourselves to strive harder than ever before to merit your confidence and patronage.

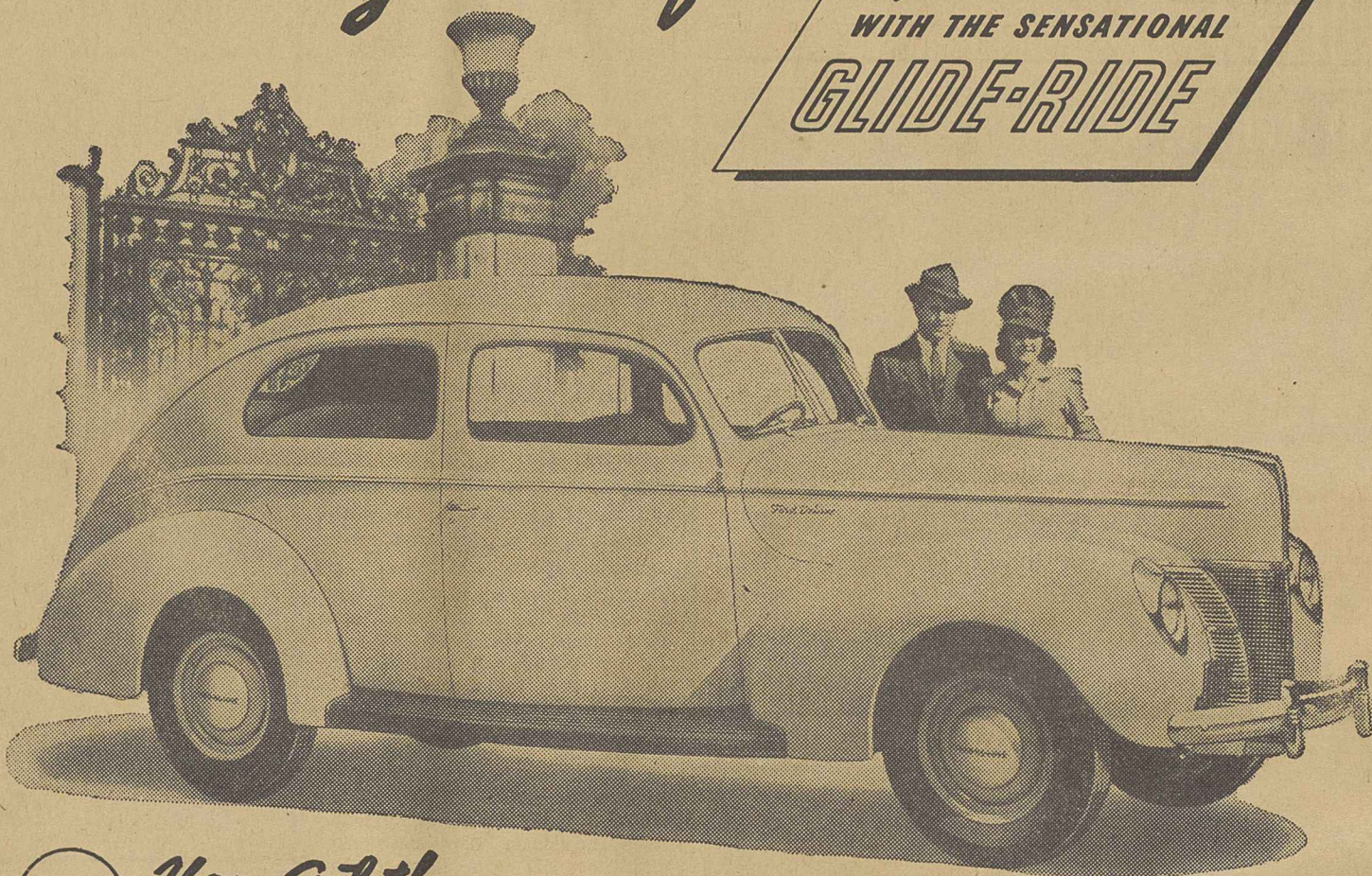
Sales  Service

Wooten Motor Company

Here's Why YOU GET MORE FOR YOUR MONEY

When You Trade for a

Ford V-8
WITH THE SENSATIONAL
GLIDE-RIDE



1 You Get the Very Best Trade on your Old Car

2 You Get the Biggest Value in the low-price field

The tremendous popularity of the Ford V-8 brings to us the best type of Used Cars. The public knows this and we, therefore, have a ready market for your car when taken in trade. This means you get the very top allowance for your car when you trade for a Ford V-8.

The Ford V-8 for 1940 is the best buy ever offered in the low price field. The sensational GLIDE-RIDE gives you the ultimate in riding comfort. You drive the most beautiful car in the low price field. You

get 'fine car' performance—the only V-8 engine in the low price field. Perfected Finger-tip Gear-shift on the steering post. Big, powerful, "soft" hydraulic brakes. Individually controlled ventilation. Improved sound proofing. Roomier, quieter, more comfortable cars with 22 Important Improvements for 1940. Gasoline and oil economy proved by millions of satisfied owners. It's the BIG VALUE for 1940! Get the facts and you'll get a Ford.

WOOTEN MOTOR COMPANY

MONTEVALLO

BEAN'S Barber Shop

On the Montevallo-Jemison Cut-off

Hair Cuts.....20c

Tonic Free with each hair cut.
Closed every Monday until 12 noon

MONTEVALLO LOCAL NEWS

Miss Minnie Tracey left yesterday for Michigan to spend the Christmas holidays.

Miss Annie Mary Jones-Williams of Birmingham-Southern College, has arrived to spend the holidays with her family.

Mr. Buddy Woods, who has been attending school at Clemson, arrived Thursday to spend the holidays with his mother, Mrs. T. D. Woods.

Mr. R. L. Griffin is attending a conference in Chicago this week.

Miss Mamie Braswell left Wednesday for Talladega where she will spend the holidays.

Among the Auburn students who have arrived to spend the Christmas holidays here are Bob Anderson, P. M. Cain, Jr., Fred Frost, Bill Wilson, Wiley Fancher, Maurice Swanzy, Francis Killingsworth, John Reid, Clyde Gardner, Joe Wood, and Earl McGaughy.

Mrs. L. W. Wooten and daughters, Misses Nell and Mildred Wooten, spent last week end in Mobile with Mrs. Wooten's mother.

Mr. J. A. Brown, Jr., and Mr. Norris Nathews of the University of Alabama, arrived Wednesday to spend the Christmas holidays here with their parents.

Mrs. N. R. Phillips, Mrs. A. H. Watson, Mrs. R. A. Reid, Mrs. M. P. Jeter, and Mrs. Emma Bailey of Wilton spent last Friday in Birmingham.

Mrs. Bill Harvey arrived Monday from Baltimore to spend the Christmas holidays here with her mother, Mrs. N. R. Phillips.

Mrs. Maxwell Benton of Shreveport, La., is visiting her mother-in-law, Mrs. Mack Benton.

Mrs. Courtney Carter and Mrs. Maude Day of Selma are spending the Christmas holidays with Mrs. M. P. Jeter.

Miss Lowrey Turner left Wednesday for Bladen Springs, where she will spend the holidays with her parents.

Miss Virginia Evans left Wednesday for her home at Longview, where she will spend the holidays.

Better Reading Habits Reported By Librarian

Better reading habits and a more intensive use of books and periodicals by students at Alabama College are reflected in the yearly report which Miss Abi Russell, librarian, has just submitted to President A. F. Harman.

Montevallo girls made 144,299 separate demands for books during the year, either for use in their rooms or in the library. This exceeds by nearly 25,000 the figure for the preceding year. Miss Russell estimates that faculty and students averaged drawing 118 books per person for use in the library or at home.

Feature of the librarian's report is the announced completion of an entire new wing, increasing the library capacity to 95,000 volumes. Included in this new wing is an outdoor reading roof where the girls may read in natural light and fresh air when the weather permits. This is an innovation among college libraries. "Our expansion needs will be taken care of under normal conditions for many years to come by this new wing," Miss Russell declared.

EIGHT DAIRIES ARE ON 1939 HONOR ROLL

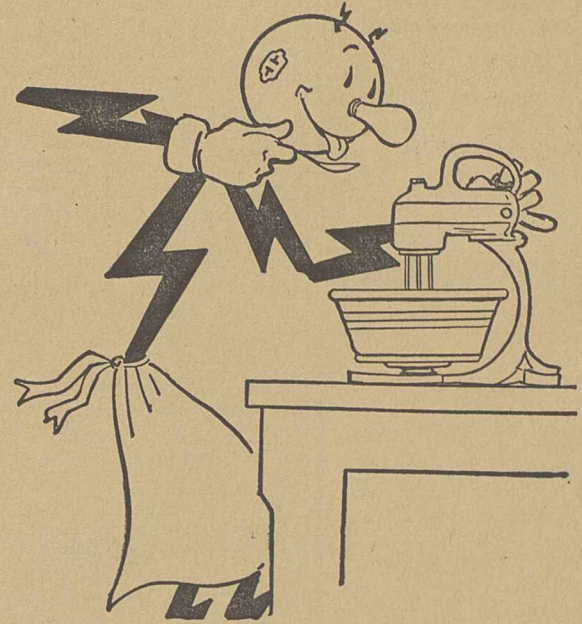
Auburn, Ala. — Honor roll in school means above the average and the same definition applies when honor roll is applied to dairy herds, according to F. W. Burns, extension dairyman, of the Alabama Polytechnic Institute, in announcing names of eight Alabama honor roll dairies for 1939.

These eight herds averaged over 6,000 pounds of milk and 300 pounds of butterfat during the year while the average production of Alabama dairy cows as a whole is only 3,300 pounds of milk and 147 pounds of butterfat, he pointed out.

Burns said the high producing dairy herds belonged to R. H. Foshee, Clanton; Leon Guy, Montgomery; Loui Usry, Attalla; J. C. Beene, Huntsville; Spring Lake Farm, Birmingham; W. H. Nall, Greenville; King Brothers, Marion Junction; and Taylor Brothers, at Selma.

"In order to make dairy cows a more profitable market for home grown feed, we must increase the production of our dairy herds," Burns says. "These eight herds which are placed on the 1939 honor roll were all in dairy herd improvement work. In addition to being more profitable to their owners these herds serve as a source of purebred bulls for farmers and commercial dairymen who are trying to increase the production of their herds."

Electrical Gifts Are Cheerful Gifts



The Whole Family Can Enjoy Them!

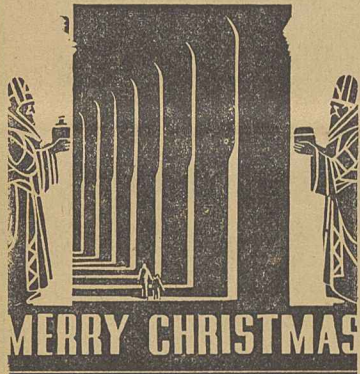
We will be open--

Thurs. until 8 p.m.

Friday until 9 p.m.

Sat. until 10 p.m.

Hoffman's
Montevallo



Kendrick's
Barber
SHOP



May the spirit of Christmas remain with you throughout the coming year. We pledge ourselves to strive harder than ever before to merit your confidence and patronage.

Merchants & Planters Bank

Member F D I C

A Home Bank for Home People



HOLCOMBE'S

"Good Things to Eat"
Dial - 4311



Fine Quality Meats

GOOD Meat Makes a Meal GOOD

Plan your Christmas Dinner at Holcombe's and Get the Best
We can save you money at these LOW PRICES

PANSY TENDER — Whole or Half

Hams 22½c

FRESH PORK SHOULDER

Roast 16c

WISCONSIN

Cheese 21c

FRESH PORK — NOT FROZEN

Hams 19½c

Fresh Dressed Country Hens and Fryers

CENTER CUTS

PORK CHOPS 19c

Spring Lamb

Matches
2 boxes 5c



Kraft

SALAD DRESSING

8-oz 15c
Pint 25c
Quart 35c

Dukes

MAYONNAISE

8-oz 15c
Pint 28c
Quart 45c



Royal
Cup

COFFEE 1-lb pkg 25c

TEA ¼-lb glass 25c



Apples 10c doz up

Oranges 12½c doz up

Cranberries per pound 20c

At least one-tenth of all people in the United States depend directly on cotton for their living.

COAL

See F. L. Moore for Coal Headquarters at Jeter's Store
PHONE 5631

Haul any Place, any Time
—Also—
SAND and GRAVEL

F. L. MOORE

Complete
FUNERAL PROTECTION

—No Age Limit—

**Brown Service
Insurance Co.**

E. K. Wood, Agent
Phone 5101

Benefit Payments

(Continued from page 1)

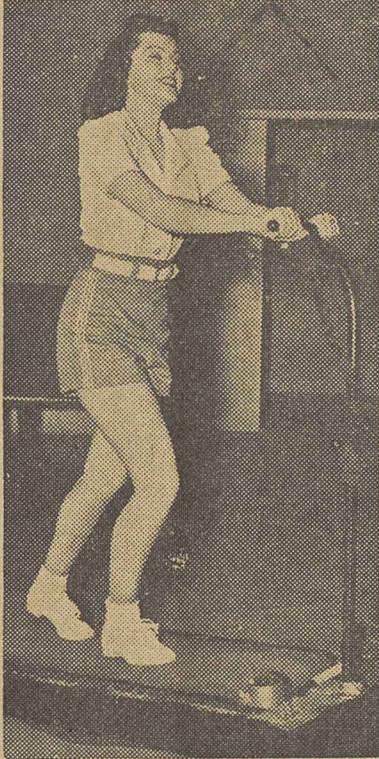
county, compared with \$79,652.30 in November, a decrease of \$10,699.27. Workers residing in other states who had created earnings in covered employment in Alabama collected more from the trust fund in November than they received in October. They were paid \$19,560.02 in November, compared with \$16,599.24 in October, an increase of \$2,960.78.

Total unemployment benefits paid in Shelby County in November were \$2,729.00 of which \$1,753.00 was for total unemployment and \$976.00 for partial unemployment. Central Alabama counties got credit in November for the smallest amount collected in benefits. For several months Lawrence County, in North Alabama, has collected the smallest amount. In November the record went to Lowndes County, which received only \$88 in benefits. Greene County was second from lowest with \$142 collected, while Sumter with \$171 was third and Bullock with \$179 was fourth from lowest.

It will soon be time to set kudzu crowns to start on this triple-threat crop which feeds livestock, holds soil, and furnishes hay for the winter. Agricultural workers say the acreage to this crop will be more than doubled in 1940.

On 12 per cent of our land area more than three-fourths of the topsoil has been lost through erosion.

A DANCING CO-ED KEEPS IN TRIM



Ann Rutherford, who has a featured role in Metro-Goldwyn-Mayer's "Dancing Co-Ed," takes advantage of the studio gymnasium for a two-hour work-out before reporting to the set for her dance routines.

"Walk for health," says the starlet. Busy on the picture she finds little time for cross-country jaunts, but the "walking" machine at the gym does just as well. Ann tries to spend at least 15 minutes a day walking. It is one of the best all-round general exercises in the category of gymnastics. Tones the entire body.

Safety Appeal

(Continued from page 1)

and lights should be on the lower beam. This lower beam gives a better visibility in these smoky and foggy areas. Those who have their cars equipped with fog lights should generally use them. They should not use them, however, in areas where the visibility is good, as a fog light blinds the on-coming motorist when visibility is good.

"I want to especially urge that those who intentionally or otherwise indulge too freely during this season in so-called 'holiday cheer' in liquid form, refrain from attempting to drive a car or any other motor vehicle until their instinctive cautiousness, sense of responsibility, and reactions to danger or threat of danger on the highways, is restored. In plain language—even if you take only a few drinks, don't try to drive while their influence lasts, for even those few may so dull a driver's alertness, reflexes, and reactions as to bring disaster. There is no possible safe adjustment of stimulants and motor car driving.

"Since the new Public Safety Law went into effect on October 1, this department has revoked or suspended pending final adjudication of cases by the courts, the drivers' licenses of more than 200 persons arrested on the charge of driving while intoxicated. We hope this total includes all habitual offenders of this type in Alabama. There may, however, be others. If there are, and they are caught, which they are almost certain to be, they can count on forfeiting their license if convicted.

"This provision of the law applies not only to those arrested for driving while drunk, by State Highway Patrol officers, but by city and county officers as well. Copies of all such convictions throughout the state must be and are filed promptly with this department—so that there is no escape for the guilty. A license once revoked, and the law makes revocation mandatory on conviction, cannot be renewed, nor can the driver who has forfeited it apply for a new license until 12 months have elapsed from the date of revocation. Any person whose license has been revoked who is caught driving a motor vehicle within the 12 months period lays himself liable to the maximum penalty of a \$500 fine and 6 months in jail—one or both, at the discretion of the court."



May the joys of a season noted for its happiness be multiplied for you this Christmas.

DeLUXE CLEANERS

FOOD BARGAINS



AT
BROWN

TRADING CO.

Phone - 5671

Montevallo Grocery Co.

Phone - 6611

See us for best prices on CANDY

Obelisk FLOUR Pl or S.R., 24-lb	\$1.10	PURE LARD 4-lb Ctn	36c
White Tulip Flour Pl. or S.R., 24-lb	95c	SUGAR 10-lbs	53c
Polly Rich FLOUR, 24-lb	88c	CORN FLAKES 2 for	15c
Snowball or Sunset FLOUR, 24-lb	74c	HUSKIES 2 pkgs	15c
CRACKERS 2-lb box	15c	GRITS 3 pkgs	25c

No. 2 1/2 DEL MONTE

Table Peaches 2 for 35c

HOMINY 3 no. 2 1/2 cans	27c	Pet of Carnation Milk 3 large or 6 small	22c
SALMON Tall cans, each	9c	No. 2 can TOMATOES 3 FOR	23c

**Pecans, English Walnuts,
Brizil Nuts lge. size 2-lb 35c**

APPLES doz. 10c-15c and 20c

ORANGES doz. 10c-15c and 20c



**Royal
Cup**

TEA, 1/4-lb
in glass 25c

COFFEE
1-lb pkg. 25c



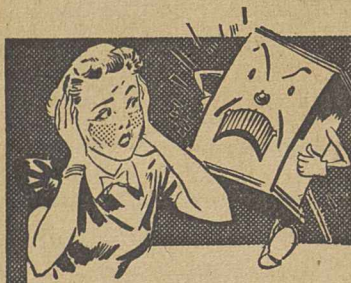
May every joy, every happiness
be yours during this glorious
Christmas season and during
the year to come.

LEE-ROGERS
Aldrich, Ala.



May this Christmas season bless
you and yours with all the good
things in life; may success, hap-
piness, and health be yours in
full measure.

Walter C. Weems



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Tubes now. They'll put new life into any old radio...
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